



Position Announcement: Lead for Policy, Impact, and Engagement

Position: Lead for Policy, Impact, and Engagement; Center for Clinical Management Research (CCMR); VA Ann Arbor Health System (VAAHS); Ann Arbor, MI. Full-time. **Salary range:** GS-12 (\$85,087 – \$110,617 annually), Commensurate with experience + benefits. **Start date:** Negotiable.

Description: We have an excellent opportunity for a Lead for Policy, Impact, and Engagement within our research center, where we measure, test, implement, and evaluate ways to make health care safer, more effective, and more affordable. The Veterans Affairs Center for Clinical Management Research (CCMR) is a Health Services Research and Development (HSR&D) Center of Innovation located in Ann Arbor, MI. Founded in 1978, CCMR is one of the largest, most well-funded VA Centers of Innovation in the United States. CCMR's mission is to advance knowledge, promote innovations, and engage in collaborations that will improve the health and healthcare of Veterans and the nation. We work with operational partners in the VA, the University of Michigan, and beyond to directly implement discoveries as improvements in care. At CCMR, we bring together nearly 200 scientists, clinicians, and research staff in a deeply multi-disciplinary and collaborative environment to discover ways to make healthcare better, safer, and less costly.

The overarching goal for this new position is to leverage communication to build cohesion and mutual understanding within the CCMR community, contextualize and disseminate the work of CCMR teams for impact, and develop and cultivate partnerships with entities beyond CCMR. This position will report directly to CCMR's Director and will work closely with leadership and staff throughout the center.

Responsibilities

- Acquire and maintain knowledge of CCMR research. Work with investigators to communicate research findings to appropriate audiences.
- Develop and manage an overarching communication strategy to support CCMR's mission and vision through tailored communication and marketing activities.
- Build and maintain positive and collaborative working relationships at the local, regional, and national level, including VAAHS Public Affairs and services; communication offices at the University of Michigan, Michigan Medicine and the Institute for Healthcare Policy and Innovation (IHPI); regional VA partners; VA HSR&D Center for Information Dissemination and Education (CIDER); VA Office of Research & Development (ORD); and others.
- Collaborate with communications colleagues at the VA, University of Michigan, Michigan Medicine, IHPI to ensure a coordinated approach to communications that maximizes synergies and enhances CCMR's effectiveness.
- Identify, develop, implement, and assess communication methods and tools to position CCMR with key audiences. Continually evaluate the effectiveness of CCMR communications processes and recommend approaches for improvement. Proactively seek and pursue opportunities to raise the profile of CCMR and advance our mission with target audiences.
- Disseminate our research work to local, regional, and national partners including:
 1. VA partners: Local, regional, national
 2. Non-VA Institutional partners: University of Michigan Departments / Schools, Institute for Healthcare Policy and Innovation (IHPI), Community Affiliates
 3. External: State and Federal partners
- Develop and manage social media; lead efforts for posting and creating engagement on CCMR's Twitter account.
- Develop and manage content for CCMR's website.
- Create and maintain standard operating procedures for communication processes.



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- Identify and deploy technology to enhance communication within and between teams.
- Develop and disseminate regular internal communications.
- Provide staff with best practices for professional communication.
- Stay up to date on VA guidelines related to communications and reporting practices.
- Assign and oversee communications related tasks conducted by support staff as needed.

Key Attributes of Successful Candidates

- Excellent interpersonal, written, and verbal communication skills.
- Ability to communicate effectively through an inclusive lens.
- Strategic thinker, meticulous attention to detail, working well under pressure and meeting deadlines with the ability to multitask and adapt.
- Demonstrated knowledge and proficiency of strategic communications and marketing principles and planning.
- Knowledge of effective design principles to convey complex health and healthcare research findings
- Innovative, organized, and self-motivated.
- Passionate about helping to improve the delivery of care for our Veterans through the dissemination and implementation of research findings.

Qualifications

- Master's degree and at least two years of professional experience in communications and research; exceptional candidates with a bachelor's degree and five or more years of experience in communications and research may also be considered.
- Education must include at least 24 scientific credit hours.
- Prefer prior experience managing communications through a policy lens.
- **U.S. Citizenship is required.**

Interested candidates should send a resume and cover letter to John Wall (John.Wall1@va.gov).